



December 13, 2013

To: Executive Board

Subject: **Exercise Option Year 3 of the Bus Book Contract**

Recommendation

Authorize the Executive Director to exercise Option Year 3 of Agreement No. 11-007 in the amount of \$90,000 for printing of the Foothill Transit Bus Book.

Analysis

Foothill Transit's Bus Book is a schedule and information guide that includes bus schedules, fare tables, route maps, and other information useful for our customers. The Bus Book is printed two to three times each year in conjunction with schedule changes. Foothill Transit entered into a contract with Transit Information Products in FY 2011 (Contract No. 11-007), the contract has one base year and four option years. Option Year 2 of the Agreement has already been exercised and it is recommended that Foothill Transit exercise Option Year 3 with two scheduled print runs of 50,000 each.

Foothill Transit provides the Bus Book free of charge to customers for the first two weeks of each service change, and then charges \$1.00 after the free period. With the launch of the e-Bus Book and the upcoming real time bus arrival system, it is anticipated that the demand for the Bus Book will decrease. In order to be Title VI compliant, a printed form of the Bus Book will always be available to customers.

Budget Impact

Required funding is included in the approved FY 2014 budget.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. Raquel".

FOR Joseph Raquel
Director of Planning

A handwritten signature in blue ink, appearing to read "D. Barnes".

Doran J. Barnes
Executive Director